





DIE HARD

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DIE HARD YEAR ONE

WRITTEN BY
HOWARD CHAYKIN
ART BY
STEPHEN THOMPSON

COLORS BY
MATTHEW WILSON
LETTERS BY
ED DUKESHIRE

EDITED BY
IAN BRILL &
MATT GAGNON

COVER A
DAVE JOHNSO
COVER B

10CK

SPECIAL THANKS: VIRGINIA KING. Debbie Olshan, R. Eric Lieb. CQUELYN TISDALE, LOUISE WEBER

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TICK...TICK...TICK... Twenty years ago, I convinced my

parents to let me jump a Greyhound bus in Houston, Texas and travel all the way to San Diego for Comic-Con. I don't know what I said. Or how I sold them on the idea. But it happened. And it changed my life.

Twenty years ago, Wednesday night was Retailer Night. And I was a "retailer." Okay, that's a lie, I worked for my local comic shop. Either way, pre-Internet Retailer Night was the best way to get face-to-face time with all the publishers to find out what was coming out that next year.

I remember going publisher-topublisher and having vigorous "conversations" about cross-racking with the late, great Carol Kalish at Marvel, cross overs with Mike Richardson at Dark Horse and having long fanboy chats with Bob Schre and Diana Schutz at and about

At that time, Comico was my favorite company. I bought every comic they put out. Comico public the best original series around coupled with great licensed titles which all had a fun pop cultur sensibility that no one else in th

industry could hold a candle to. Bob and Disna took a liking to me and my buddies from Houston and

the next thing I knew, I was being introduced to all the top talent at the time. It was a heady experience for a 16 year-old fan. Bob Schreck was the marketing director at Comico and I'll never forget leaving that convention thinking that his was one of the best jobs you could have in comics.

Twenty years later, here I sit, the marketing director at BOOM! Studios a company that publishes some of the best original series around coupled with great licensed titles that all have a fun pop culture sensibility that, I think, no one in the industry can hold a candle to! It's been one week since Comic-Con '09 and I can't say for sure that I would have this job if it wasn't for the people I met twe years ago or, hell, even last year or the year before that at Comic-Con. When I do the show, I always think back to my first time at Comic-Con and how

open and friendly everyone was nether they were fans or creators or on the business side. And as marketing director of BOOM! I try every

day to be as cool as Bob Schrock. Now, each year at Comic-Con I meet a host of new people and renew old friendships that re-invigorate my love of comics and my love for this

industry. Publishing comic books, you find yourself working away. claistered from the world, tr publish the best comics you can. Then Comic-Con comes around and you finally get to see a mass reaction to the work you have done that past year. And I can't tell you how gratifying it is to see the fan response to what we at BOOM! do. Without the fans, I wouldn't have a job and BOOM! wouldn't exist. Bottom line: It's all about the fans.

And, you never know when you are at the booth if the fan you are talking to will become the next great artist writer, retailer, publisher or even marketing director. This year, twenty years since my first Comic-Con, at the end of one of my panels, a BOOM! far came up to me and asked how one becomes a marketing director of a comic company. He told me he thought I had a cool job. And., well, I just had to agree with him.

And that right there to me was the coolest moment of the show!

> Chip Mosher Marketing Director

ANDREW COSBY ROSS RICHTE CHIP MOSHER ADAM SORTIER MATEGAGNON

BOOM! TALKS WITH THE ANCHOR'S PHIL HESTER



What do you like better, drawing comics or writing comics?

They're both exercises in telling stories with pictures, so I feel like when I'm pencilling I'm writing, just with pictures, and when I'm writing I'm drawing, just with words. In all honesty, writing is less taxing physically, but more taking intellectually. Both reward-mg, both challenging, both preferable to an actual job. Why are you making me choose again?

How did THE ANCHOR come about?

I love Brian Churilla's work. I love it so much that I actually contacted him to buy some originals. We got along and soon began talking about collaborating

monks - monks who would be willingly walled off from humanity in these to cells built into church walls. They has one window to take communion and another window to the outside to receive food from villagers, often dispensing advice in exchange. Well. that idea blow me away. I began imagin centuries in an abundoned church and achieved some sort of transcendental grace which allowed him to live forever

and fight critters on the shores of Hell. Brian bleed my ideas and drew up THE ANCHOR, which he nailed right out of

In a bottle between THE ANCHOR and THE PLUTONIAN who would win?

The Plutonian would destroy The Anchor... on the earthly 1 Meanwhile. The Anchor would be kirking his soul's ass. Souls have asses.

What do you like best about working with BOOM!?

I don't have to apologize for any of their books. I feel like this is rarified air and we have to bring our A games to stay. Never has a company been so involved in the promotion of one of my creator owned books. I have very little buckster in me, so it's one of the duties I need someone else to assume, and BOOM! does it in spades. And, as I said, all their other books are top notch.



